



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20543

RQ-2

Mr. John Bode, Treasurer
Schwan's Sales Enterprises, Inc. Political
Action Committee (SCHWAN'S PAC)
115 West College Drive
Marshall, MN 56258

DEC 11 2002

Identification Number: C00360362

Reference: October Quarterly Report (7/1/02-9/30/02)

Dear Mr. Bode:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. The review raised questions concerning certain information contained in the report(s). An itemization follows:

-The totals listed on Lines 6(c), 7, 11(a)(iii), 11(d), 19, 20, 23, 29, 30 and 31, Column B of the Summary and Detailed Summary Page(s) appear to be incorrect. Please be advised that you should add the "Calendar Year-to-Date" total from your previous report to the current "Total This Period" figure from Column A to derive the correct Column B totals. Please amend your report and any subsequent reports that may be affected by this correction.

-The beginning cash balance of this report should equal the ending balance of your 2002 July Quarterly Report. Please clarify this discrepancy and amend any subsequent report(s) that may be affected by this correction.

-Commission Regulations require that a committee disclose the identification of all individuals who contribute in excess of \$200 in a calendar year. (11 CFR §104.3(a)(4)(i)) Identification for an individual is defined as the full name, mailing address, occupation and name of employer. (11 CFR §100.12) Your report discloses contributions from individuals for which the identification is not complete.

SCHWAN'S SALES ENTERPRISES, INC. POLITICAL ACTION COMMITTEE
(SCHWAN'S PAC)
PAGE 2

You must provide the missing information, or if you are unable to do so, you must demonstrate that "best efforts" have been used to obtain the information. To establish "best efforts," you must provide the Commission with a detailed description of your procedures for requesting the information. Establishing "best efforts" is a three-fold process.

First, your original solicitation must include a clear and conspicuous request for the contributor information and must inform the contributor of the requirements of federal law for the reporting of such information. (11 CFR §104.7(b)(1))

Second, if the information is not provided, you must make one follow-up, stand alone effort to obtain this information, regardless of whether the contribution(s) was solicited or not. This effort must occur no later than 30 days after receipt of the contribution and may be in the form of a written request or an oral request documented in writing. (11 CFR § 104.7(b)(2))
The request must:

- clearly ask for the missing information, without soliciting a contribution;
- inform the contributor of the requirements of federal law for the reporting of such information, and
- if the request is written, include a pre-addressed post card or return envelope.

Third, if you receive contributor information after the contribution(s) has been reported, you shall either a) file with your next regularly scheduled report, an amended memo Schedule A listing all the contributions for which additional information was received; or b) file on or before your next regularly scheduled reporting date, amendments to the report(s) originally disclosing the contribution(s). (11 CFR §104.7(b)(4))

Please provide the missing information or a detailed description of your procedures for requesting the information. For more information on demonstrating "best efforts," please refer to the Campaign Guide.

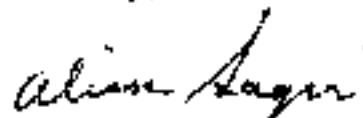
-Commission records indicate the name of your political committee as "Schwan's Sales Enterprises, INC. Political Action Committee". However, your committee has filed this report using the name "Schwan's Political Action Committee". While committees may use commonly recognized abbreviations on daily communications (i.e. letterhead and committee checks), committee filings such as disclosure reports and amendments must

SCHWAN'S SALES ENTERPRISES, INC. POLITICAL ACTION COMMITTEE
(SCHWAN'S PAC)
PAGE 3

reflect the official name of the connected organization, as well as any abbreviation within its title. 2 U.S.C. §432(e)(5) Please amend your report(s) to clarify this discrepancy.

A response or amendment to your original report(s) correcting the above problem(s) should be filed with the Federal Election Commission within fifteen (15) days of the date of this letter. Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you need assistance, please feel free to contact me on our toll-free number, (800) 424-9530 (at the prompt press 1, then press 2 to reach the Reports Analysis Division). My local number is (202) 694-1130.

Sincerely,



Alissa V. Sagri
Campaign Finance Analyst
Reports Analysis Division

22037891603

PET
SUR-
FAC-
MACH-
76
PLAS-
TIC-
ANAL-
DEPT-
C
DISE-
ASE-
76
PLAS-
TIC-
ANAL-